

Minutes

City of Frederick Mayor's Strategic Opportunities Advisory Team Expanding Opportunities Workgroup February 16, 2018, 11:30am

- I. CALL TO ORDER
- II. INTRODUCTIONS
- III. UPDATES FROM
- IV. CONTINUED DISCUSSION OF EO WORKGROUP ORGANIZATION AND WORKPLAN
- V. PUBLIC COMMENT
- VI. ADJOURNMENT

Attendees: Jim Racheff, Martha Gurzick, Richard Haney, Kristopher Fair, Tamar Osterman, Dawn Ashbacher

- I. CALL TO ORDER @ 11:40 a.m.
- II. INTRODUCTIONS
- III. UPDATES FROM STEERING COMMITTEE
 - a. Members from Ft. Detrick have decided to reorganize the people who are going to attend these meetings.
 - i. We will need to fill in their spots on Mental Health and Wellness AND Education.
 - b. No additional details from other workgroups.
- IV. CONTINUED DISCUSSION
 - a. Rich will get a list of education stakeholders. Tamar has her list but she needs to add links to the organizations.
 - b. Once we have the final list of organizations, we can then breakdown the lists into the "key stakeholders" and community partners who can be brought in for a survey or input but separate from bringing them into the strategic planning process.
 - i. This list can be merged at once with understanding who is at the top of the stakeholders and who are the people under the stakeholders.
 - c. Key Questions to Answer (Each group will have to tweak these questions to meet their goals and groups)
 - i. What are our greatest strengths?
 - ii. What are our best opportunities?
 - iii. What is our preferred future?
 - iv. What are the measurable results that will tell us we've achieved that vision of the future?
 - d. The city should be referencing the City Comprehensive Plan and *Livable Frederick* document to tackle many of these 50,000 foot issues. Many of the stakeholders for our work were in the room crafting the *LF* plan.
 - i. Regardless of what we do, we need to make sure our work is not recreating the wheel developed.
 - ii. Many LF survey responses came from the City-associated zip codes and should be reviewed.
 - e. Tamar suggested that we figure out how to tackle these issues more pro-actively.
 - i. One of the areas that we have to look at is the financial support of businesses. Many are going to take issue with taxes, fees, fines, etc.

- f. This could be used as an opportunity to tackle the next City comprehensive plan to be much deeper with economic development, health & wellness, arts, etc.
 - g. Moving forward – we need to start contacting the key stakeholders.
 - h. Jim suggested contacting the city departments to see if they want to attend the next committee meeting. The group discussed the relative pros and cons on timing.
- V. PUBLIC COMMENT
 - a. One of the challenges Dawn identifies is that the city cannot be expected to tackle these issues independently. It is important for us to set appropriate expectations.
- VI. ADJOURN at 12:48 p.m.